



NORTH CENTRAL
TELEPHONE
COOPERATIVE

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PUBLIC SERVICE
COMMISSION

January 11, 2013

Mr. Jeff Derouen, Executive Director
Kentucky Public Service Commission
P. O. Box 615
Frankfort, KY 40602-0615

RE: PSC Administrative Case No. 2012-00129

Please find enclosed the original and four (4) copies of North Central Telephone Cooperative's and its CLEC, North Central Communications's, response to the Commission's December 17, 2012 Order requesting proposed customer education plans in the above administrative proceeding to overlay the 270 NPA with the new 364 NPA.

Should you have any questions on this issue, please don't hesitate to contact me.

Sincerely,

Nancy J. White
President and CEO

Enclosures

**COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION**

In the Matter of:

RELIEF OF THE 270)	PSC ADMINISTRATIVE
NUMBERING PLAN AREA)	CASE NO. 2012-00129

**NORTH CENTRAL TELEPHONE COOPERATIVE'S PROPOSED
CONSUMER EDUCATION OF THE NEW 364 AREA CODE OVERLAY
IN THE COMMISSION'S ORDER DATED DECEMBER 17, 2012**

Consumer Education:

North Central Telephone Cooperative and its CLEC, North Central Communications, customers should get significant exposure to the larger LECs' regional and statewide advertisements on the new 364 area code overlay plan. To supplement these statewide consumer education programs, North Central Telephone Cooperative's and North Central Communications proposed education plan consists of two informational campaigns involving bill message inserts, posting information on our web site, business office posters and public service announcements using local media. These informational campaigns will provide customers with information concerning the imminent change in dialing arrangements for the existing and new area code region as well as information relating to the overlay plan and its impact on customers. In addition, customers with key or PBX systems will be notified directly about how the overlay may impact their service.

The initial campaign will begin simultaneously with the implementation of the six-month permissive 10 digit dialing on August 3, 2013 and the final campaign will begin one month prior to the implementation of mandatory 10-digit dialing on March 3, 2014.

The customer education plan as outlined above will be adjusted as needed based on assessment of the effectiveness of its customer outreach during the transition period.

Respectfully submitted,

A handwritten signature in cursive script that reads "Nancy J. White". The signature is written in black ink and is positioned above a horizontal line.

Nancy J. White
President and CEO
North Central Telephone Cooperative, Inc.
North Central Communications, Inc.
P. O. Box 70
Lafayette, TN 37083